C A M P U S R A D I O

T H E M A I N E B E A R

O N T H E A I R!

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MAINE'S FIRST RADIO STATION, WGBX

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WHA, Madison, 1916.

After some experimental work in radio communication, the University Of Maine was licensed by the federal government on February 9, 1925, to operate a broadcast transmitter on 1190 kc with 10 watts power, for an "unlimited" time. The call letters, having been requested as WGBX, were assigned. Broadcasting studios and transmitting facilities were set up in Lord Hall at the approximate cost of $2,000.00 which the University invested toward the project.[3] Although some of the relay and transmitting equipment was purchased, the majority of all technical

1 Crabtree, H.G.(Interview),(Orono,1954) Professor of Electrical Engineering.
2 Frost, S.E. Education's Own Stations, (Chicago, Illinois, 1937), p.5.
3 Creamer, W.J.(Interview),(Orono, 1954),Head of Dept. of Electrical Engineering.

I

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facilities were hand made by faculty members of the electrical engineering department. Transmitting experiments were conducted through most of the year 1924 and early 1925, until legal permission was granted to broadcast regularly. The term "unlimited" was quite flexible. Broadcasting hours varied from day to day, with WGBX programming on the average of two hours every other day during its early growth. These broadcasts were strictly of an educational nature, and consisted of faculty discussions and lectures mostly, with an occasional musical concert on the part of students and faculty. Sportscasting, strange as it seems was not introduced until the late fall of 1925.[1]

On August 19, 1926, the station was shifted to 1,280 kc and it s power increased to 500 watts. However, because the state of Maine was comparitively large in area and was sparsely populated, the coverage made possible by the maximum power permitted and on the frequency assigned, WGBX seemed not quite adequate to completely serve the area desired. Further, the per capita cost of such broadcasting was found to be extemely high. Also, program material was difficult to obtain with any degree of regularity from the sole medium of a faculty already overworked. It was very soon realized that effective broadcasting required a staff which can devote most of its time to that work.[2] Needless to say, on April 21, 1927, the power of WGBX was reduced to 250 watts. The factor that cannot be over-emphasised was that student participation was not called upon to share the burdens of transmitting and programming over WGBX. This was partly attributed to the lack of interest on the part of the student body as well as

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1 Creamer, W.J., (Interview) op. cit., 1954.

2 Frost, op. cit., p.189.

failure on the part of faculty to form an organization to welcome students rather than leave them out. Thus these factors, together with the Univsity's inability to obtain a more favorable frequency from the newly formed Federal Radio Commission, led to the abandonment of the license on May 17, 1927, and the deletion of the station on that date. Since most of the equipment of the station was of a technical nature, it was turned over to the University's Department of Electrical Engineering. Much of this equipment can still be found in the Department today, used for various experiments.

From the 1937 files of the Federal Communications Commission came this word: "While therewere those at the University of Maine who were intensely interested in both the technical and the social aspects of broadcasting, it was generally felt that under the circumstances, discontinuance of WGBX by the administration was a wise decision."[1]

Factual information that concerned the fate of other early and unsuccessful college radio stations can be found in list form on page four. The University of Maine was but one of many college broadcasting units that fell by the wayside, due to lack of funds, organization, or frequency assignment or any one of the many factors that caused the "pioneers of the air" to fail.

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1 Frost, op. cit.,p. 190.

TABLE I
Broadcast Licenses
Issued to Educational Institutions

Year	No.	Year	No.
1921	1	1929	1
1922	73	1930	0
1923	39	1931	1
1924	38	1932	0
1925	25	1933	0
1926	10	1934	2
1927	6	1935	1
1928	4	1936	1
		Total	202

TABLE II
Broadcast Licenses
Lost by Educational Institutions

Year	No.	Year	No.
1922	7	1930	9
1923	18	1931	2
1924	24	1932	4
1925	37	1933	5
1926	8	1934	1
1927	8	1935	3
1928	23	1936	2
1929	13		
		Total	164[1]

[1] Frost, op. cit., p. 4.

II

THE RADIO GUILD

The period from May 17, 1927 until 1935 was one of relative inactivity for radio broadcasting on the Maine Campus. Maine's first radio station was off the air, and there was little or no thought about starting another college unit, although there still remained interest on the part of both students and faculty in a radio drama organization. Interested members banded together under the guidance of Delwin B. Dusenberry, an instructor of speech and drama, and formed what was known as a drama club. It was later named The Radio Guild. The exact date of its forming was unknown as was the specific time of its first broadcast. Authentic sources have stated that the time was in the fall of 1935.[1]

Next the young organization had to find a manner in which to "air" their efforts, and since there was no college radio station, approached the two nearest sources, Bangor's WABI and WLBZ. Of these two, the latter wished to further increase their public service standing with the F-C-C, and at the same time, extend a helping hand to the University. Therefore, during that fall a varied number of discussion, music, and drama programs were put on the air with mainly faculty and some students participating. Some weekday programs were planned but major emphasis was placed on Sunday evening when an hour show was produced.

Studios were once again located in Lord Hall, the former sight of Maine's first radio station, WGBX. Actors and musicians had to crowd around one microphone, and studio facilities were of an inferior nature. Transmitting was accomplished through the use of one hand-made console that sent the program by wire to the WLBZ transmitter. Under these conditions, it was

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1 Hunter, I.L., (Telephone conversation, Bangor, April, 1954)

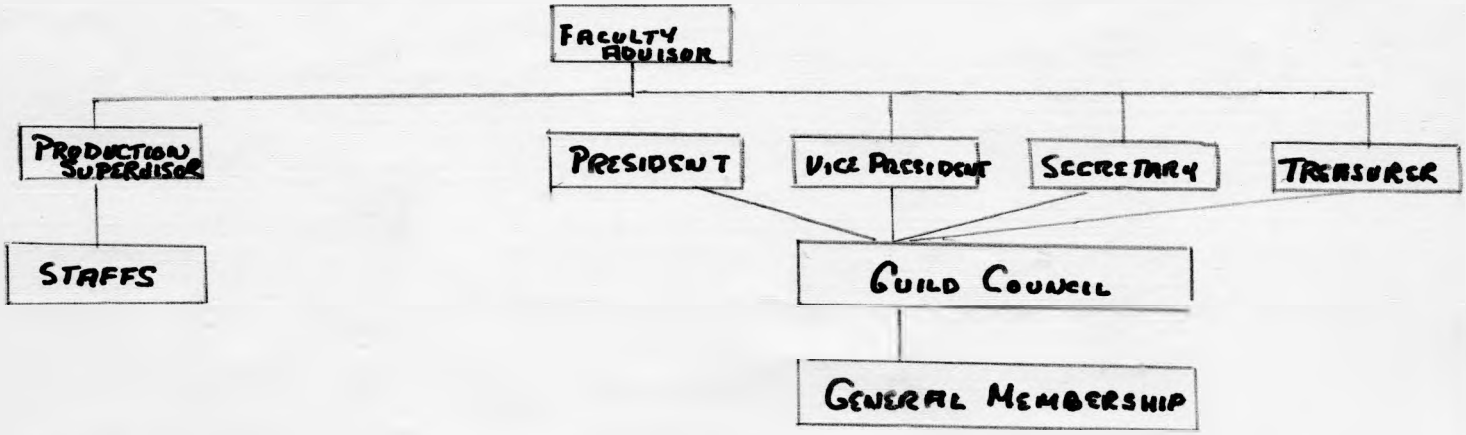
not long before members of the faculty were complaining again of over-work and lack of cooperation. More students were added to the organization and they eased the situation somewhat. By 1937, the Radio Guild had been granted a minimum of a fifteen period for five days a week and a thirty minute period on Sundays.[1]

WLBZ employed students announcers shortly thereafter, paying them a dollar per broadcast with a minimum of six broadcasts per week. Student engineers were hired on the same basis. These two-man teams handled the actual programming and the Radio Guild supplied much of the talent with a helping hand going to the Maine Music Department. This system continued until 1942.

After World War II, Radio Guild time was drastically cut down to a maximum of one half hour program each week, and has continued that way since 1946, with program time fluctuating between a minimum of fifteen minutes and a minimum of thirty once each week.

The Radio Guild, as an organization, changed from the stage of private members of 1935 to to a student organization in the 1940's. It made up a constitution, elected officers every spring, and met every two weeks. It has remained in this form up to the present day.

An example of their organization:[2]



1 Frost, S. E., Op. cit. p. 190.
2 Radio Guild, (Chart from files), Stevens Hall.

III

MAINE'S SECOND RADIO STATION, WORO

From the early 1930's through 1948, virtually very little was done in the way of bringing actual radio broadcasting to the Maine campus. As was mentioned earlier, the Maine Radio Guild accomplished as much as possible to fill in this so-called"slack"period. Nationally, few new college radio stations had entered the air ways during the 1930's, and the sudden outbreak of World War II in 1941 did anything but help the situation . After the war, returning veterans, business-minded individuals and a changing trend completely revitalized the radio broadcasting industry. It was not long before that change made its impression on the Maine campus.

In 1949, a small group of individuals, made up of primarily Keith Fowles, Phyllis Williamson, and Bruce Schwab started work on what was later to become Maine's second radio station, WORO. Credit for conceiving the actual idea goes to Fowles, who at that time was a University student. Mrs. Williamson, instructor in speech and radio speech, was on hand to make some of the first attempts in organizing a student group to open a college radio station. Schwab, a brilliant student in engineering, was to take care of any and all technical problems, and, at the same time, to organize a staff of efficient engineers for the running of the station. There were others of less significance who thought the idea a good one, and necessary for the advance of practical experience in the Department of Speech.

The Maine Radio Guild was informed of the future possibilities, and although the members therein were enthusiastically behind the idea one hundred per cent, they were later to be the same organization that had much to do with the eventual failure of WORO's first phase of planning.[1] However, plans

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1 Woolley, T. R., (Interview), (Orono, Maine, March 1954), Instructor of Speech and Radio.

continued and the groundwork of organization was laid in the form of applying for permission to broadcast from the administration, plans for assignment from the Federal Communications Commission in regards to call letters and license, and the building of a small transmitter to carry the station's signal to the students on campus. The latter of these projects was not to officially get under way until the late fall of 1949, due to a lack of funds, a factor that was to hinder their efforts to build a college radio station repeatedly. The summer vacation halted further efforts momentarily.

In the fall of 1949, progress was slow and fell into the catagory of "talk" and "speculation" while more funds were sought. Committees were set up placing Keith Fowles in the position of station chairman and Bruce Schwab as student technician. A broadcasting shcedule of three hours per day, six days per week, Monday through Saturday was planned, and a campus survey to determine student approval was conducted in the late fall. It was found that 97% of the student body favored the radio broadcasts, with 49% of the same in favor of evening broadcasts, 13% in favor of afternoon programs, and 38% desirous of both an afternoon and evening schedule.[1] In December, Bruce Schwab started work on a "custom-made" 25 watt transmitter, that when finished, cost the organization almost $400.[2] Also, during this same month sound proofing was purchased and a project headed by Mrs. Williamson to sound proof the main studio room at 275 Stevens was underway. This was completed in January, 1950. All of these were steps in the right direction, but the station still lacked the important and necessary technical and studio equipment to warrant going "on the air." Turntables and microphones were of an inferior quality, and the necessary technical facilities and problems such as transformer and condenser tie-ins, telephone line hook ups, and a lack of drainage coils were constantly present. Once again, the faculty

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1 The Maine Campus, December 3, 1949.

2 Washburn, C. N., (Interview)(Orono, Maine, March,1954), Student, Engineering.

of the University's engineering department were called in to help on some of the technical problems that had arisen, and were too much for the young group to handle. Mr. Phillip Seal, Professor Carl Blake, Professor Walter Creamer and Carl Hutchins offered their services to help put the station into operation. Their services were invaluable, but even they were held back since the station-to-be still lacked the necessary funds for successful and continuous operation. Mr. Howard Keyo offered his services in taking the position as chairman of the radio publicity committee in an effort to help and establish the legality of WORO, a station whose call letters W-O-R-O had now become official from a process of elimination accomplished by the Federal Communications Commission.

On March 24, 1950, the legality of WORO was recognized by the administration in the form of a meeting of student representatives and Howard Keyo, chairman of the radio publicity committee, and the date of April 27th of that same year was planned for another meeting. WORO planned to officially take to the air ways on Maine Day of 1950, May 17th, but later research revealed this date to be only a tentative one.[1] May 17th came and went and WORO didn't go on the air, due to an "excess of red-tape and the lack of organization of technical problems, an absence of an efficient maintenance crew and the problem of properly " 'hooking up' ".[2] A later announcement explain this to be true in part and that still another reason for not beginning initial operation came from a lack of official notice of registration by the Federal Communications Commission.[3] The organization stated the operation would "definitely" be planned for the fall of 1950. Al Weymouth and Bill Messner were elected by the Radio Guild to head the station for the following semester, and work continued from within the organization to make their future prediction hold true.

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1 The Maine Campus, March 26, 1950.
2 Woolley, T. R., (Interview), op. cit.
3 Washburn, C. N., (Interview), op. cit.

One of the smartest moves that the Radio Guild made during the spring of 1950 was NOT to name the exact date on which they planned their first broadcast, though they eventually lost out in the long run, because they failed to get on the air in the ensuing winter, spring, and fall!! The blame cannot be attributed to any one person, but rather once again failure was due to an excessive amount of red tape and a lack of strong organization and will power. The class of 1950 had done all that they possibly could to ease the situation by leaving WORO a class gift of $1200.00 and thus erasing the financial problem. Technically, the "custom made" transmitter started months before had not been completely finished and its originator and builder, Bruce Schwab, had graduated. This was a task that the new student technician, Carver Washburn, completed in the fall of 1951.

When graduation and summer vacation commenced in June, 1951, the last of the original party to conceive the idea of a college radio station, Mrs. Phyllis Williamson, left the University to undertake further study. Mrs. Williamson, instructor of speech and radio, had been one of its strongest backers, but she too had been "swarmed under" by the tremendous amount of planning and work that was necessary to make WORO a reality. Her position was taken over by Professor T. Russell Woolley, just returned from a leave of absence from the University. He took over where Mrs. Williamson had left off, and started on a venture that was to have a successful conclusion in February 1952.

In April, 1951, new offices on the WORO staff were announced. Robert Ellingwood was named as station manager and Carver Washburn as chief engineer; these two individuals were to work very closely with Mr. Woolley in the following months, along with many other members of the radio staff.

It is necessary at this point to guide the sequence of events along two very definite channels: Programming and Engineering. From the period of time beginning in the fall of 1951 until the present time, progess is of such a complex nature, that a breakdown of the central departments of a college radio station will best explain the situation.

ENGINEERING

Professor Woolley had a multitude of problems facing him along technical lines when he took the reins in the fall of 1951. For equipment, he had very little to work with. A 25 watt transmitter had been built, though final adaptations had not been applied; inductive coupling had to be connected to the power lines; capacitive coupling or taking the output of the transmitter and feeding it through a high voltage condenser into the power lines had to be accomplished; vaulted impedence had to be matched between the power lines and the transmitter for maximum power on to the power lines; a suitable location had to be found for the 25 watt transmitter in order to get the most successful impedence.[1] These were but a few of the many technical headaches that faced Mr. Woolley and his small staff of engineers. Once again, the services of Phillip Seal, Carl Hutchins, Professor Creamer, and Professor Carl Blake were called upon for their professional advice on handling such matters. Mr. Woolley also sought the aid of the Bangor Hydro Electric Company to help solve the problem of feeding the output in to the power lines. This was the main reason why the transmitter built by Bruce Schwab could not possibly reach the University students. Drainage coils also had to be set up, the first of which was accomplished by electrician Carl Hutchings.

Capacitive Coupling was the system decided upon by all members, and this problem was tackled immediately by all hands. The project was completed

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1 Washburn, C.N., (Interview), op. cit.

completed by the first week of October, with the help of the Electrical Engineering Department, the campus station engineers, Mr. Woolley, and The Bangor Hydro-Electric company. This was the first satisfactory progress toward the actual transmitting of WORO.[1] The problems of matching impedence, inductive coupling, and obtaining maximum power were tackled in the same manner,with many hands at work and many minds devoting thought to each problem. The actual placing of the transmitter was a problem of longer duration and required more experimentation than any of the others. It was placed first in almost its present location in Estabrooke Hall, but for some reason, though the signal was strong enough, programs from the transmitter were jumbled; from there the transmitter moved to Stevens Hall for a short period but to no avail, since test broadcasts conducted in November could not be heard. The carpenters shop seemed to be the next best location, but placement proved a dismal failure. Finally it was returned to its original location in the basement of Estabrooke Hall where the signal was strongest and worked upon from that basis. Test broadcasts from Stevens Hall produced still other problems that had to be ironed out.[2]

With a large amount of time and funds devoted to actually getting WORO on the air, it was suddenly realized that the studios lacked the necessary turntables to program music and disc jockey shows. The problem here loomed as a costly one; not enough money to purchase turntables, not enough time for anyone to build them if ordered. However, President Arthur Hauck came to the rescue with a grant of $250.00 from his contingency fund and the labor needed to build to shape in the form of Al Beaulieau, staff engineer, who de-

1 The Maine Campus, October 16, 1952, p. 6.

2 The Maine Campus, March 12, 1953, p. 3.

voted weeks of work to the project. These three-speed, twin mahogany-cased turntables were completed in December, and immediately test musical programs were started.[1] With this last problem out of the way, the doorway was finally open, technically, to WORO's going on the air, a feat which was accomplished on February 15, 1952, nineteen months later than originally intended.

The donation of a console to WORO from radio station WLBZ in Bangor, as a present for its initial broadcast, presented the next problem. This was an instrument through which all sound had to pass before going on the air, and it was quite old, a 1934 model to be exact.[2] Dale Stearns and Charles Snell, two freshman engineers on the staff of re-wiring and standardizing the instrument for more efficient use. An assignment which took more than one hundred hours and several "weekends" to accomplish, but in the end was successfully completed. With this task out of the way, except for minor repairs and adjustments and the"hooking in"of phono oscillators to the Elms, Oak Hall, Balentine Hall, and the North Dorms, WORO carried itself along fairly successfully on 700kc with 25 watts power on a carrier current system. In explanation, the phono oscillators were used to build up the weak power into a clear and strong signal within a desired location, the only fault of which was to deviate from the desired frequency, due to an un crystallized instrument. This problem caused speculation throughout the spring of 1952 and most of the following fall and winter, but has recently been by passed by a newer and more efficient idea of the incorporation of another transmitter for a stronger signal with wider coverage. This new transmitter was planned for operation in the spring of 1954. Its planned power output was set at 40 watts at an estimated cost of $225.00; staff engineer Carver Washburn started work on the project in November of 1953.

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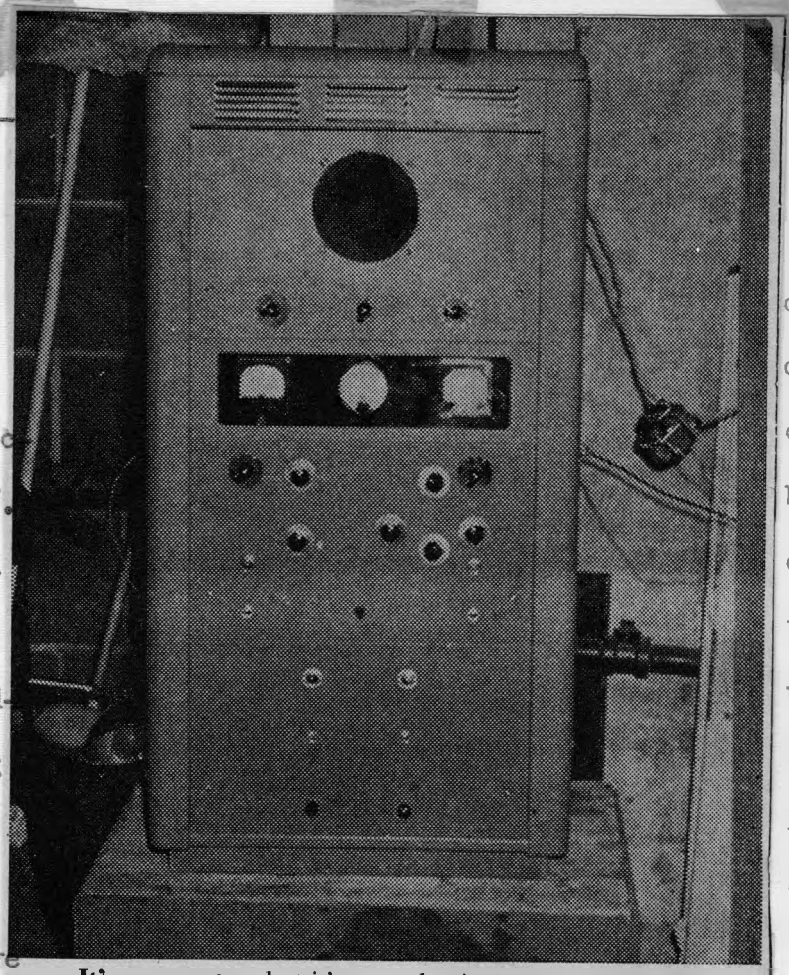
1 Woolley, T.R., (Interview), op. cit.

2 Snell, C.A., (Interview, Orono, March, 1954), student of electrical engineering.

With the opening of the fall semester, 1953, several small and necessary projects had to be assigned, one of which was the installation of a monitor power system within the studios at 275 Stevens Hall, with the principle thought in mind of doing away with much of the so-called "feed back". This was accomplished at a cost of $25. by the newly appointed Engineer head, Dale Stearns.



It's a monster, but it's a mechanical one. This temperamental piece of electronic equipment known as a transmitter has been the cause of a great deal of the broadcasting troubles of campus radio station WORO. *Photo by Geraghty*

Today, the serious problem of over-modulating faces the engineering staff of WORO. According to F-C-C regulations, the signal of any campus station cannot leave the confined area of the campus power lines by more than a certain specified distance. WORO has exceeded this limit in an effort to reach certain parts of the campus, and now must figure out how to efficiently cut down the strength of the signal, while at the same time continue its broad coverage and clarity. If history repeats itself again, the engineering staff of WORO will find themselves out of this problem and into another without losing a stride.

PROGRAMMING

In order to keep the chain of though upon two paths, programming of WORO will cover a wide area. It will include all of the other smaller phases of college radio broadcasting, which if left alone, would not be

large enough to devote a major division into its occurrances. Business and personnel is the largest of these so-called small departments and will be included within the main heading of programming.

Programming, at least on the surface, seemed to be an easier problem to overcome than its"big brother" engineering. Even though the first group of WORO "planners" had failed in their attempt to put the station on the air in 1950, they at least had set up a tentative program schedule consisting of news and music for three hours per night, six nights per week, Monday through Saturday. From this, station manager Bob Ellingwood and program director John Davis set up a new program schedule in September, 1952, which incorportated music, news, sports, and feature programs to be broadcast six night each week, excluding Saturday, for a period of two hours per night from eight until ten. Mike Boyd was appointed chief announcer in October and Dave Brezger became sales manager shortly thereafter. Boyd's job consisted of setting up a staff of announcers, scheduling and training them, while Brezger undertook the task of station promotion and the setting up of the program arrangement of the opening broadcast, planned for February, 1953.

As in all stations, funds for operation were a major problem, and although WORO had some available money, without some future planning this would have soon been exhausted. Therefore, the idea of becoming a member of some national college organization for radio stations, seemed more and more of a necessity. Earlier, under the guiding hand of Mrs. Williamson letters had been exchanged with the Intercollegiate Broadcasting System, and during the summer of 1952, a tempting proposal caught the eye of station personnel. The IBS offered Lucky Strike sponsored newscasts to all member stations of their organization, the payment of which was to be a teletype machine with all expenses paid for the academic year.[1] WORO immediately app-

1 Intercollegiate Broadcasting System, (Letter), (New York, June, 1952).

lied for membership on a trial status and stepped up correspondence between the two parties. Trial membership was granted WORO in October, and a fee of $35.00 was paid.[1] Since the letter had not been received in time to become a part of the IBS Newscast Plan, the use of a teletype machine for news and feature purposes was abandoned until another opportunity presented itself. Ben Pike, news director, set up a staff of six news writers, one for each night of the week,and two sports writers for each Tuesday and Thursday evenings, and the problem was allieviated for the time being.

Test broadcasts, one hour in length, were started by the program department in November. Five minutes of news opened the segment, followed by a fifty minute music show, and a five minute newscast closed the test broadcast. These were run on the average of two nights per week throughout November and December and continued after the Christmas recess. Records were supplied by the individuals running the shows, and from the private collections of loyal members.

Dave Brezger, promotion head went ahead to set up the first program, now set for February 15th. Important leaders of the state,in the field of education and radio were invited, and this time WORO went on the air on the date promised. In attendence were notables from the University including President Hauck, along with radio personalities from Bangor's three radio stations, and former students who had done much to promote the original idea.[2] The first broadcast was a complete success and was highlighted by the gift of a $2200.00 console from WLBZ and a $500.00 turntable from WLBZ. From that moment on WORO went on the air on a two hour schedule as had been planned, and events moved smoothly into the spring of 1953 with enthusiasm and confidence.

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1 Woolley, T. R., (Interview), op.cit.

2 The Maine Campus, February 12, 1953, p. 1.

In April 1952, full status membership was given to WORO by the Intercollegiate Broadcasting System and an offer to join the Lucky Strike Newscast Plan was extended. A staff heads meeting was called and WORO joined IBS for many of the following benefits: "Encouraging cooperation among campus radio stations; acting as a clearing house for information concerning campus radio; acting of behalf of the members collectively; and establishing standards for the setting up and operating of campus radio stations."[1] During the same period, a great deal of face-lifting was applied to the control room. Bob Ellingwood and Mike Boyd spent three over the spring vacation to sound proof the entire back studio space, and with the aid of carpenters, completely modernize the entire area. The cost of this work was less than $50.00. Sickness and obligations took its toll of important figures. In January, John Davis, program director, was seriously taken ill and his job taken on by the chief announcer in addition to his own. March brought an overflow of senior committments to station manager Ellingwood and he too had to gradually drop from the picture. Boyd took over as station manager. A big asset during the spring was the valuable work of Neanie Wortman, director of women's programs who doubled as copy writer and secretary. In April, the evening program schedule was raised to three hours per night from 7:30 P.M. until 10:30 P.M., six nights per week. This was eased with the addition of our firs t nationally sponsored program for IBS, The RCA Symphonies, an hour concert five nights each week. Thus, the semester ended on a high note, with plans already laid for extending the evening program schedule to four hours in the fall and the hope of setting up local advertising to bring in extra capital to replace the fast-dwindling reserve that was so very necessary to keep going.

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1 IBS, "The Station Executive's Handbook", Ed. IV, Baltimore, Md., 1953, pp. 10-12.

One final idea ended the semester with a final note of triumph. The station's newly formed policy board, made up of the Radio Guild treasurer and president, WORO's manager, and the faculty advisor thought that students deserved a reward for their efforts each year. Thus, the annual awarding of gold and silver microphones was started. Gold "mikes" were to be awarded to those who had done superior work in both the Guild and station; silver "mikes" to those who had done the same in either one of the organizations. Four gold and five silver awards were made.[1]

With the start of the fall semester many changes were noted. A new $80.00, RCA microphone had been ordered and received for outdoor feature events and studio work; a clock had been donated by WRUM in Rumford, Maine; mahogany bases had been installed to raise the turntables to a comfortable level; a station sign had been constructed; and the Lucky Strike teletype machine had arrived to be installed. These were all so-called "summer projects" set up in the spring to be accomplished at the beginning of the fall semester. Other plans included the broadcasting of the Maine football game of the season in Rhode Island, an "exclusive", since commercial stations hadn't planned to cover it. An exchange account had been set up with a local music store to get all of the latest popular records in exchange for free advertising was once again underway and running smoothly. And finally, the long awaited "go ahead" to secure local accounts had been granted by President Hauck and the administration. With these and other successful ventures, the groundwork for the fall semester had been laid and WORO "signed on" officially on Saturday afternoon, September 27th, with the broadcast of the Maine-Rhode Island football game, sponsored by the University Book Store.

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1 The Maine Campus, May 28, 1953, p. 1.

The permission to secure local advertising was not without its problems. Questions arose as to how much the station should charge for each minute of advertising, for each spot and each quarter and half hour period. After comparing the time rates as set up by IBS and a local radio station, WORO made up its own schedule, which was much lower than the rates of a commercial radio station.

WABI RATES[1]

(Times)	1	14	27	40
One Hour	$54.00	$48.60	$43.20	$40.75
Half Hour	32.00	28.80	25.60	24.00
Quarter	22.00	19.80	17.60	16.50
Ten Minutes	17.00	15.40	13.60	12.75
Five Minutes	11.00	9.90	8.90	8.25
One Minute	8.00	7.20	6.40	6.00
30 Seconds	8.00	7.20	6.40	6.00

WORO RATES

(Times)	1	14	27	40
One Hour	$12.50	$11.90	$11.20	$10.60
Half Hour	6.90	6.55	6.20	5.90
Quarter	4.30	4.10	3.90	3.70
Ten Minutes	3.30	3.00	2.80	2.60
Five Minutes	2.50	2.35	2.20	2.00
One Minute	1.65	1.55	1.45	1.35
30 Seconds	1.10	1.05	1.00	.95

As soon as rates were established, an advertising department was set up followed by the installation of a continuity department. Mike Boyd became head salesman with Don Freeman as his assistant. Charlotte Gelinas took over as continuity head. Before the month of December, 1953 had expired contract forms from IBS had been studied, approved and inaugurated into the system. letters to advertisers were sent out and followed up with a short time by salesman. Accounts were sold to the Chalet and Burpee Hardware in Orono, and later to Craig the Tailor, Hillson Cleaners, and LaBeaus TV. Hopeful staff heads aimed at a goal of $400.00 from local advertising during the academic year, and had achieved more than half of it by March 1, 1954. New accounts both on and off campus are anticipated for the fall semester.

With the beginning of the fall semester,1953, WORO increased its programming schedule to an all-time high of fours hours per night, six nights per week, Sunday through Friday. News, sponsored in t he form of a teletype machine from Lucky Strike was stronger and up-to-the-minute;

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1 Patten, R.M., (Conference),(Bangor, February,1954). (Mr. Patten is Program Director for WABI radio)

music, again bolstered by one sponsored hour from RCA Victor in the form of RCA Symphonies, had more experienced talent and was scheduled at a laterandmore desirable hour; sports became nightly and was sponsored by Lucky Strike, instead of twice per week, sustaining, as had been the case; features took on a new light and became stronger with the introduction of play-by-play events, discussions, and nationally recorded programs. A typical program schedule looked like this:

WORO PROGRAM SCHEDULE
Wednesday, March 2,1954

7:28	Sign On	9:30	RCA Concert Hall (RCA Victor Corp.)
7:30	Lucky Strike News & Sports (Lucky Strike)	10:30	News of the Hour (Lucky Strike)
7:45	National Guard Show	10:35	Drowzy Hour of Music
8:00	Warm Up Time	11:30	News of the Hour (Lucky Strike)
8:10	Basketball (Beta-Phi Gam) (University Book Store)	11:35	This I Believe (DOC)
9:15	Sports Report (Lucky Strike)	11:40	Sign Off

Personnel changes were an important item in the fall of 1953. The station manager had been appointed the spring before; Don Freeman became the new program director; John Davis was appointed his assistant as chief announcer; Mark Cohen assumed new duties in the form of sports director; Carol Loud and Chris Loomer shared the responsibilites of director of women's programs; Joeeph Rigo became news director; and Charles Hewins took over as music director. Technically, Dale Stearns and John MacGregor shared the duties of chief engineer with a large staff to work with. WORO, it seemed, had started in the right direction to efficiently bring its members closer together in organization; this was one of its main goals for the academic year 1953-54, since a major"headache" in the semesters before had been a failure to communicate between higher

and lower echelons. As a result, attitudes and decision had often developed before all of the staff heads realized what was taking place.[1]

Other problems that have hindered still further progress are centered around those "who think they know it all; those who always seem to want to work over their department heads instead of through channels and thus create a lack of following; and those who think that they do not have any responsibility in the station because they are antagonistic toward the administration and think they are always interfereing."[2]

These problems have come up before and will arise again, but as has happened in the past, WORO will meet them, defeat them and continue to be a successful operation.

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1 Rigo, J.R., (Interview, Orono, February, 1954), News Director, WORO.
2 Woolley, T. R., (Interview), op.cit.

CONCLUSION

Although radio broadcasting is not a new adventure to students at the University of Maine, it has lost its value by not being constant and growing. If Maine's first radio station had been able to continue operations, the University today would probably have had an organization to be envied.

Student and faculty understanding have led to some of the set backs in past years, but cooperation and the ability to work together started on an upward trend with the building and opening of a second college radio station in 1953.

A lack of funds, presented itself back in 1927, and helped to defeat "pioneer" broadcasting. This same lack of funds today has advanced through the years to hinder all major speech operations, and is something that can only be overcome through an intense program of large-scale advertising. Not only will radio broadcasting be aided in this manner, but other phases of the speech department as well.

Finally, the future success of a radio station at the University of Maine depends upon the tightness of its organization and the dependability of of its technical facilities. These problems have been brought to the surface and are realized. They must be defeated.

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Comments of
T. Russell Woolley
on the paper.

Question P. 5
Can't it be determined when Dunenbury (check sp of paper) was appointed? Then WLBZ records (logs) to show 1st broadcast, either occurring before or after D's appointment.

Question P. 6
"...had been granted a minimum of a fifteen (sic) period for five days a week..."
What does minimum mean?
next paragraph? minimum of six...
Probably 1946 is earliest date of a constitution for Radio Guild, since Mrs. W. is believed to have established student group.

P. 8 Herbert Merrill with B. School should be mentioned.
What is meant a bottom of page
Maine R. C. ... had much to do with the eventual failure of WORC's...? (Woolley)

Woolley

P9 last 10 lines — doubtful as cost of transmitter ($4,400); also not much was done on transmitter until 1950-51 — finished 1951, Spring.

"drainage coils" only one ever was built -- technical references of this and others nearby are inaccurate, or insufficient as "transformer and condenser tie-ins", "telephone line hook ups."

P10 — 2nd Paragraph meeting of "Publicity Committee may refer to meeting, instead, of the Committee on Administration.

also -- not a direct quote "excess of red tape etc. (Woolley)

P11 - 'Class of 1950 did not donate $1200 to WORD but $500. Class of '51 and also '52 - each gave $500

Successful conclusion not Feb. 1952 but

P 11 June 1951 was not the year mrs. W. left. It was 1952.
P 12 not Fall of 51, that Wolley "took recess
P 12 the term "vaulted confidence" is not understood under Engineering.
at bottom of page "drainage coils" again mentioned, but only one was ever built or used.

P 13 Bangor Hydro played a minor part in this
Transmitter was first tried in
Stevens Hall not Estabrooke.
P 14 Feb 15, 1952 was not date of going on air
P 14 use of "oscillators" is not to build up weak signals -- not connected at all to transmitter
"encystelly of instrument" is nonsense

P. 15 "over modulation" is not the worry regulations do not state what is quoted here. Ought to be quoted from technical reference

P 17 "Important leaders of the state ..." is misleading -- in paragraph 3
Turntable was a gift of WOOD not WLBZ

P 22 Check quote for accuracy on matter of attitudes which have affected station but not in the way implied.

Russell Woolley